

May 5, 1986

MEMORANDUM

TO: Philip Morris/Concord Files
FROM: Hadrian R. Katz
RE: May 5, 1986 Conversation With Judy Wilkenfeld

Wilkenfeld telephoned on Monday afternoon to say that the FTC has finally gotten around to testing Concord. She said that Pillsbury has tested 32 Concord cigarettes, each tested both open and closed. She said that Pillsbury found it easy to test the cigarettes closed, but quite difficult to test them open; the open position was not easy to find.

Pillsbury's results are as follows:

	<u>Open</u>	<u>Closed</u>
Tar	7.2 \pm 0.5 mg	14.7 \pm 0.2 mg
Nicotine	0.547 \pm .03 mg.	0.89 \pm .01 mg.

The standard deviations look pretty good, but Pillsbury apparently told Wilkenfeld that he believes testing additional cigarettes would lead to increased standard deviations. This makes no sense, as Wilkenfeld conceded.

Wilkenfeld asked if these numbers were about what we would expect. I said that the open data looked a little high, but that by and large this was reasonably consistent with the data that we have been obtaining.

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Wilkenfeld said that Philip Morris should go ahead using the data derived in its own laboratory in advertisements, as these FTC results have no official status at this point. She added that she thought the FTC would prefer Philip Morris reporting two values for Concord, rather than attempting to present intermediate values. She then asked whether there was anything further that we would like the FTC to do. I told her that I appreciated the testing that had been done so far, and that we would get back to her if we had any further requests.

cc: G. Carlton Adkins, Esq.

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